

**Seguriexpo Buenos Aires 2009**  
**South American Integral Security Fair**  
**12 – 14 August, 2009**

**Exhibitor´s Statistics**

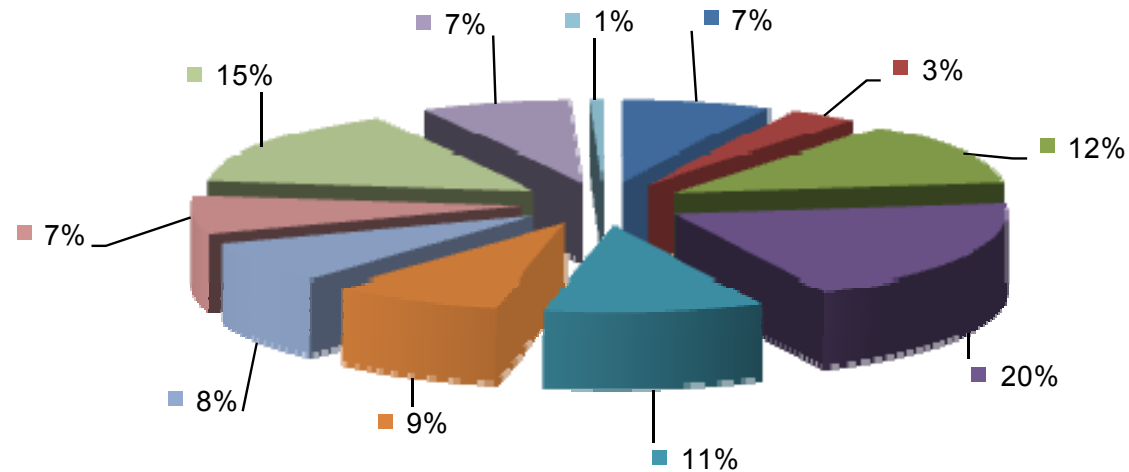
**Method of exhibitors´ survey**

- Conducting written exhibitors´ survey during the last days of **Seguriexpo Buenos Aires 2009**.
  - Distribution of the questionnaires to the stand managers of all exhibition stands.
  - Capture and data analysis of **51 interviews**.

### Table of graphs

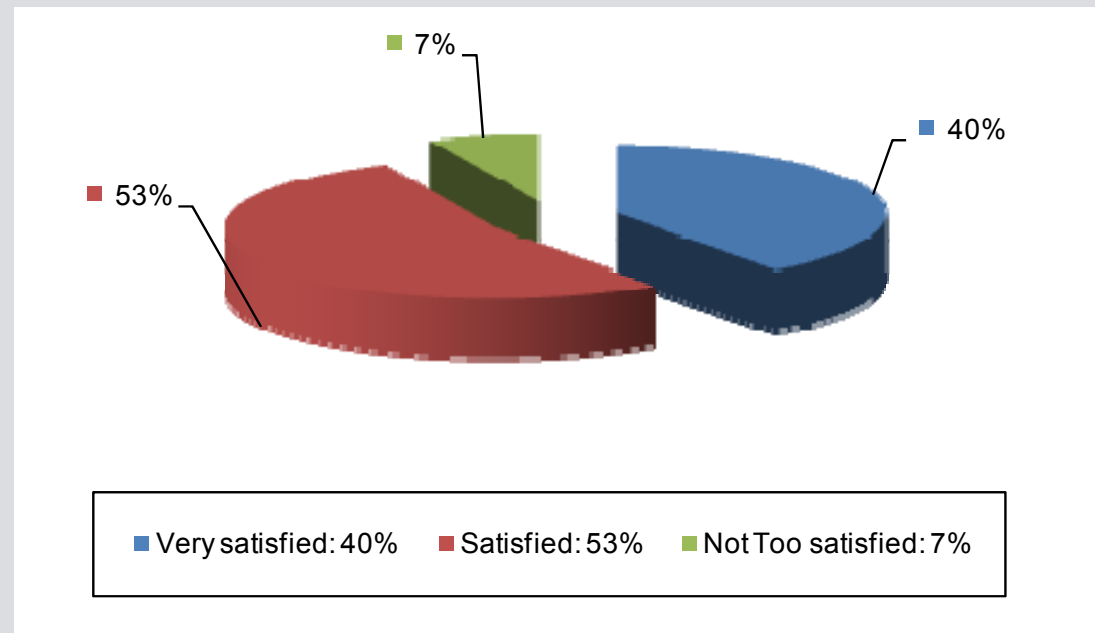
1. Aims for participating in the fair.
2. Level of satisfaction with the results obtained.
3. Total company`s sales percentage corresponding to exports.
4. Main place of business.
5. Company`s size.
6. Specific group of visitors that you prefer to contact during **Seguriexpo Buenos Aires 2009**.
7. Specific sector of visitors that you prefer to contact during **Seguriexpo Buenos Aires 2009**.
8. Level of satisfaction as Exhibitor according to:
  - a) Competence and decision-making of the visitors.
  - b) Reaching the visitor target groups relevant to you.
  - c) Image and advertising effect for your company.
  - d) Number of new contacts during the exhibition.
  - e) Total number of visitors.
  - f) Order / Investment activity of the visitors.
9. Level of satisfaction with your participation at the exhibition.
10. Recommendation to other companies to join **Seguriexpo BISEC 2010**.
11. Participation in the next **Seguriexpo BISEC, 1 – 3, September, 2010**.

**1. Aims for participating in the fair.**

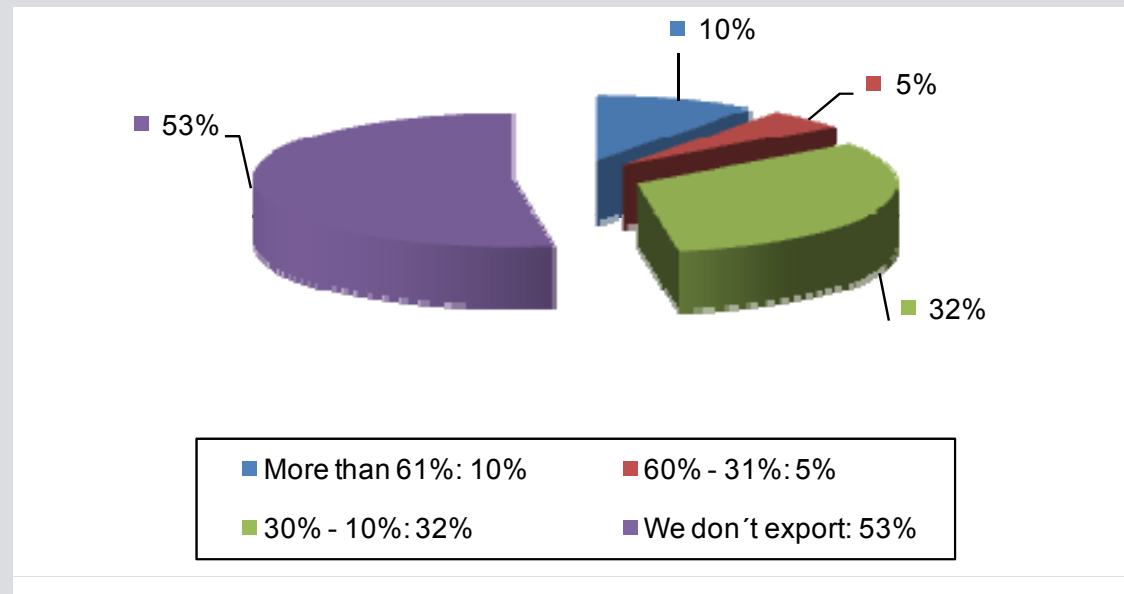


- Attaining conclusions of sale: 7%
- Comparing competitors: 3%
- Cultivating existing business relations: 12%
- Initiating new business relations: 20%
- Exchanging experiences: 11%
- Showing, discussing product variants: 9%
- Obtaining an overall impression of the market situation: 8%
- Preparing conclusions of sale: 7%
- Presenting innovations, new developments: 15%
- Passing on specialist knowledge: 7%
- Others: 1%

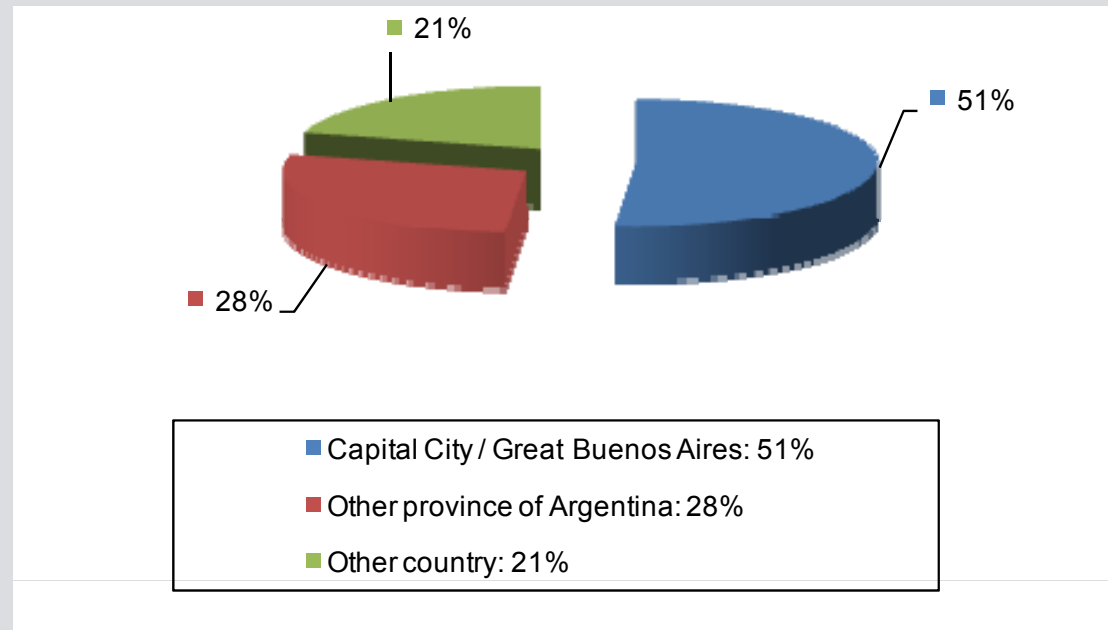
**2. Level of satisfaction with the results obtained.**



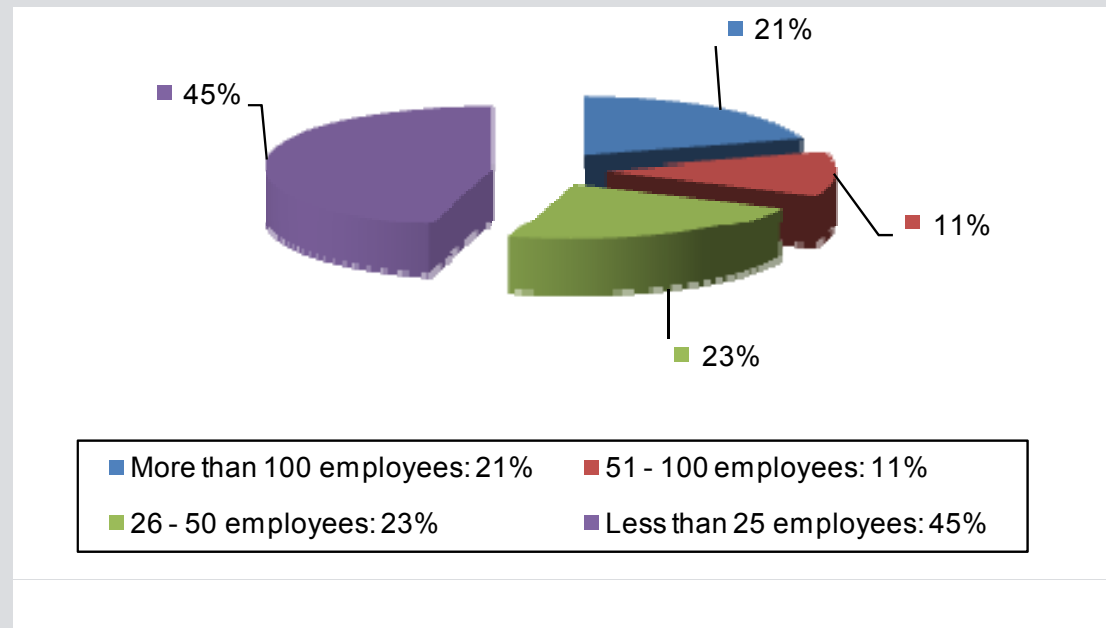
**3. Total company`s sales percentage corresponding to exports.**



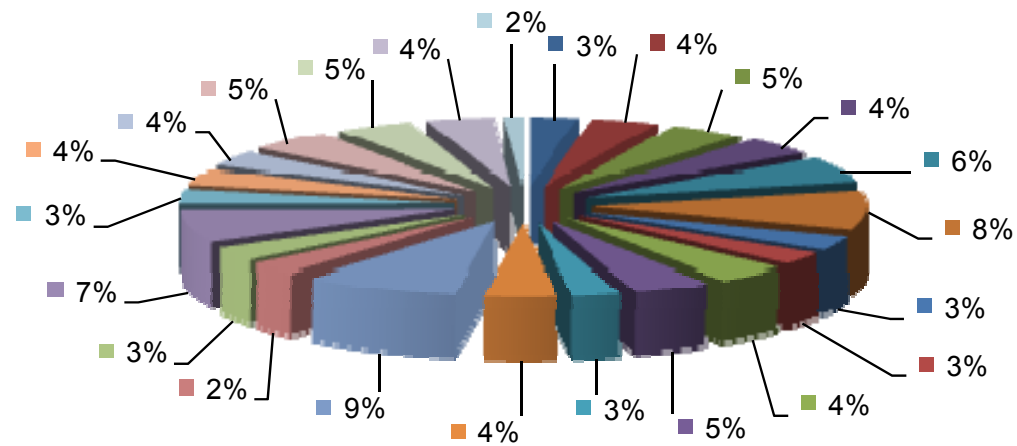
4. Main area of business



**5. Select the size of your company.**

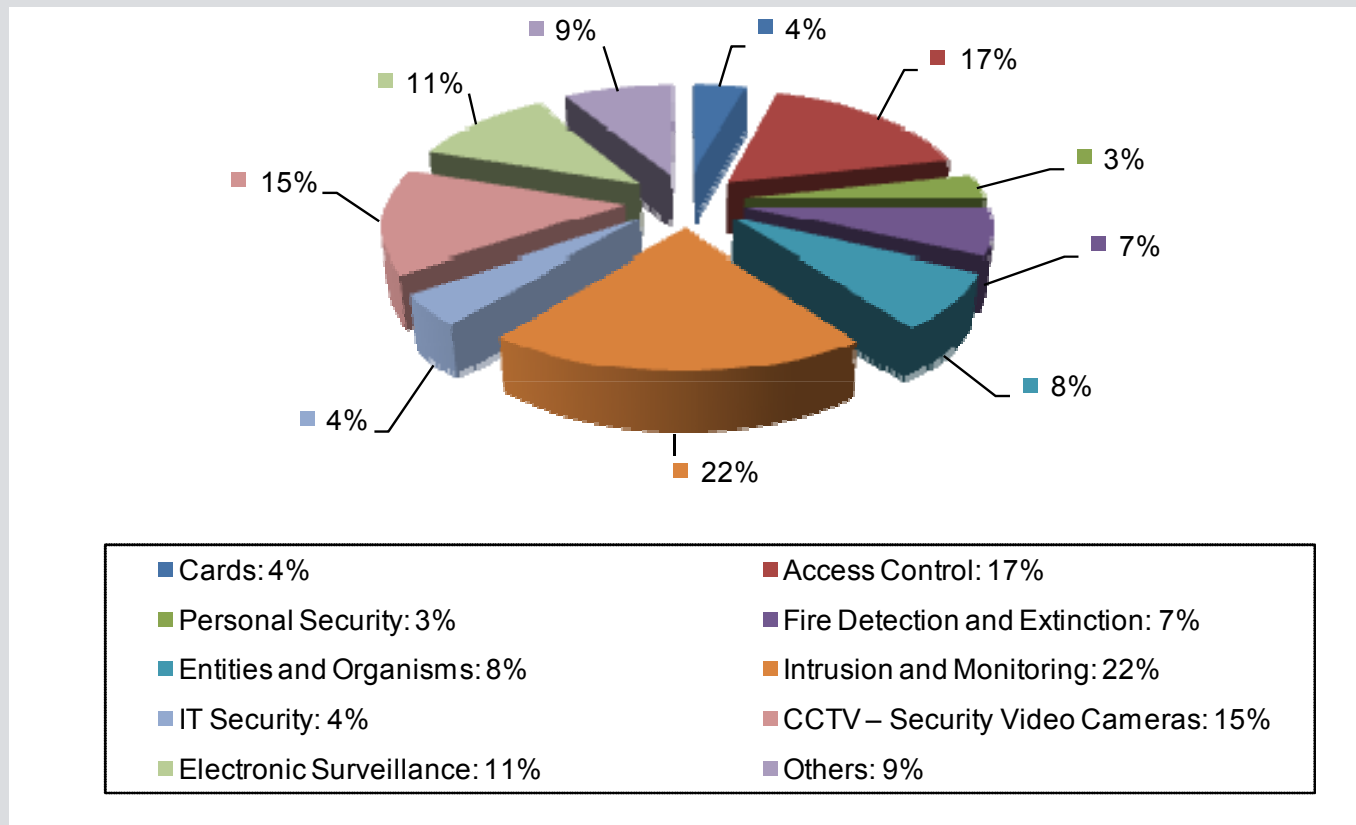


**6. Specific group of visitors that you prefer to contact during Seguriexpo Buenos Aires 2009.**



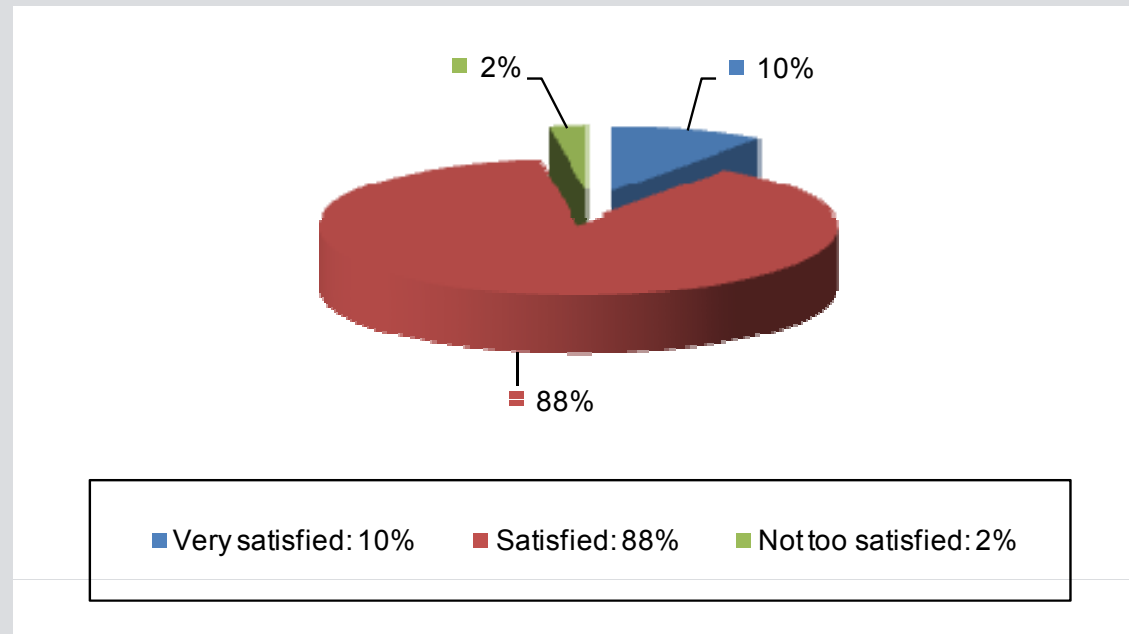
■ Homeowners' Association: 3%	■ Bank / Finances: 4%
■ Commerce: 5%	■ Advisory Services: 4%
■ Gated Communities: 6%	■ Wholesalers: 8%
■ Education / Training / Investigation: 3%	■ Export: 3%
■ Manufacture/ Production: 4%	■ Government / Public Agencies: 5%
■ Hotels/ Tourism: 3%	■ Import: 4%
■ Retailers: 9%	■ Mass Media: 2%
■ Organizations/ Associations: 3%	■ Security: 7%
■ Health: 3%	■ Technical Support: 4%
■ Supermarkets / Stores: 4%	■ Technology: 5%
■ Telecommunications: 5%	■ Transport / Logistic: 4%
■ Others: 2%	

**7. Specific sector of visitors that you prefer to contact during Seguriexpo Buenos Aires 2009.**



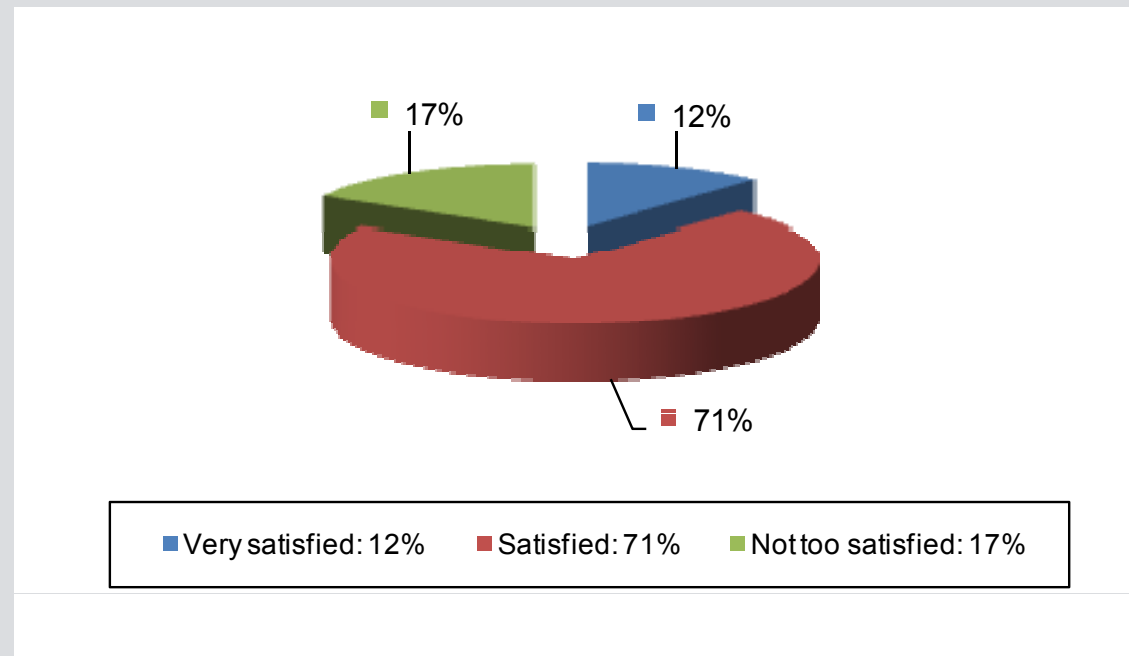
**8. Level of satisfaction as Exhibitor according to:**

**a. Competence and decision-making of the visitors**



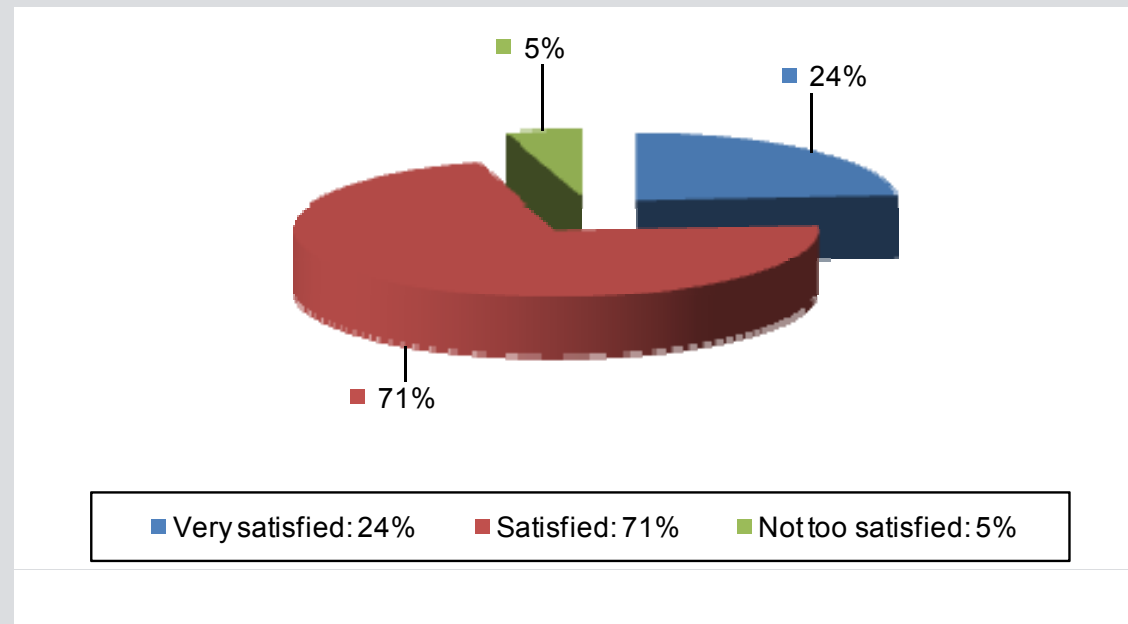
**8. Level of satisfaction as Exhibitor according to:**

**b. Reaching the visitor target groups relevant to you.**



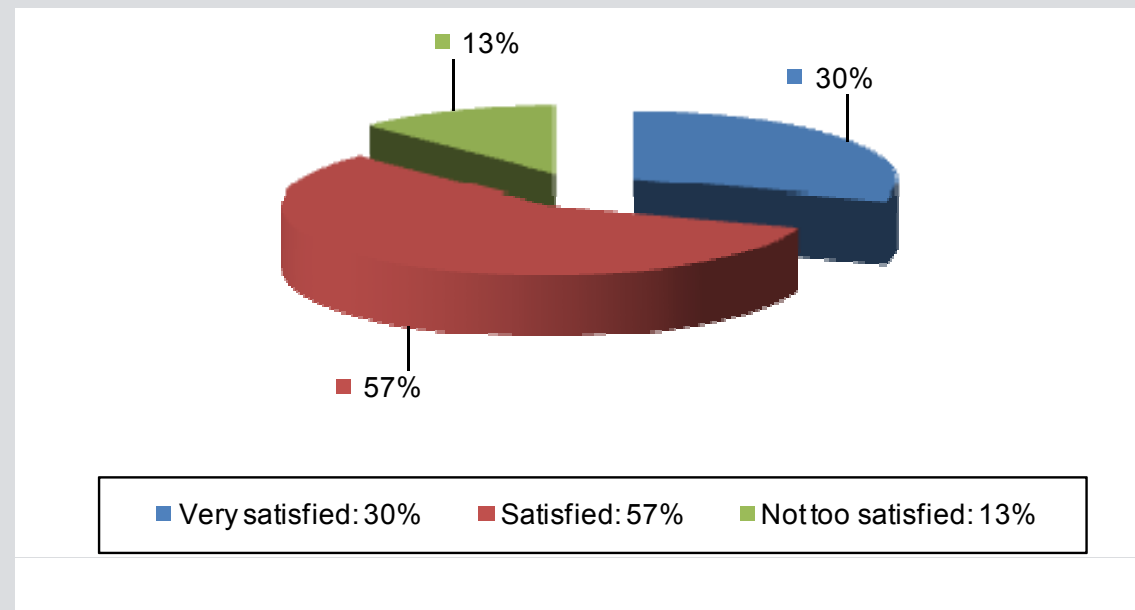
**8. Level of satisfaction as Exhibitor according to:**

**c. Image and advertising effect for your company**



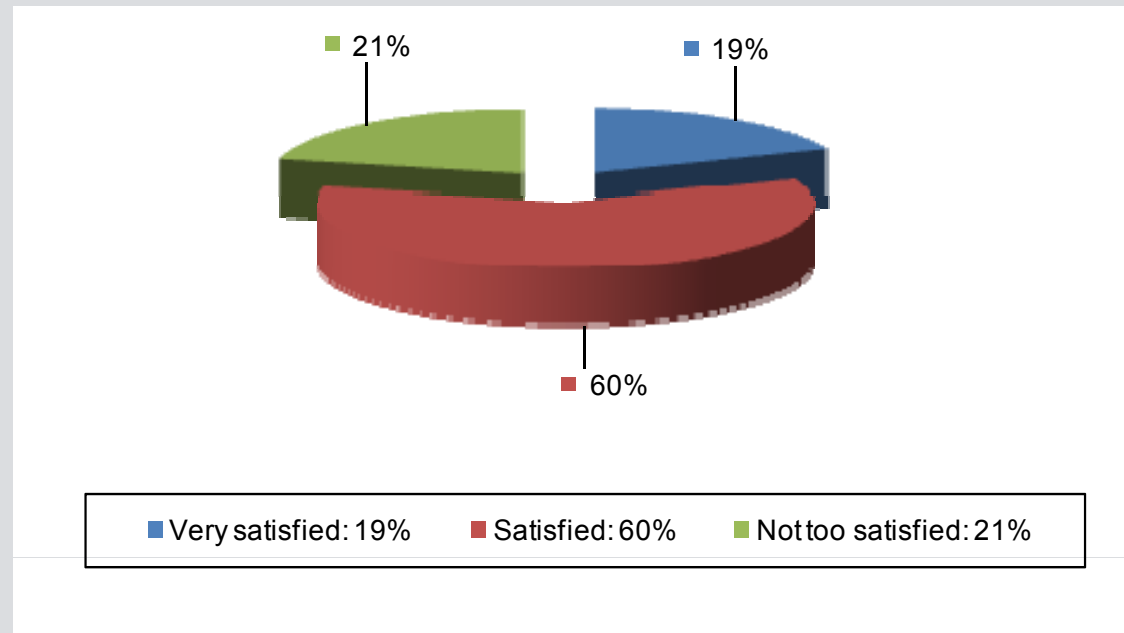
**8. Level of satisfaction as Exhibitor according to:**

**d. Number of new contacts during the exhibition**



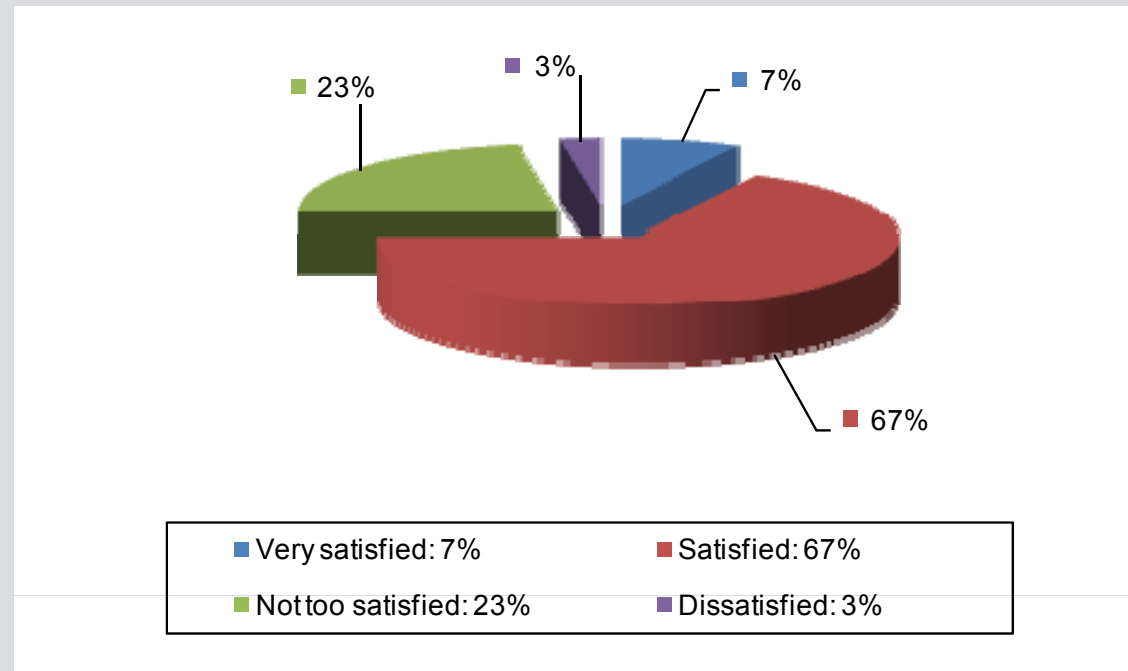
**8. Level of satisfaction as Exhibitor according to:**

**e. Total number of visitors**

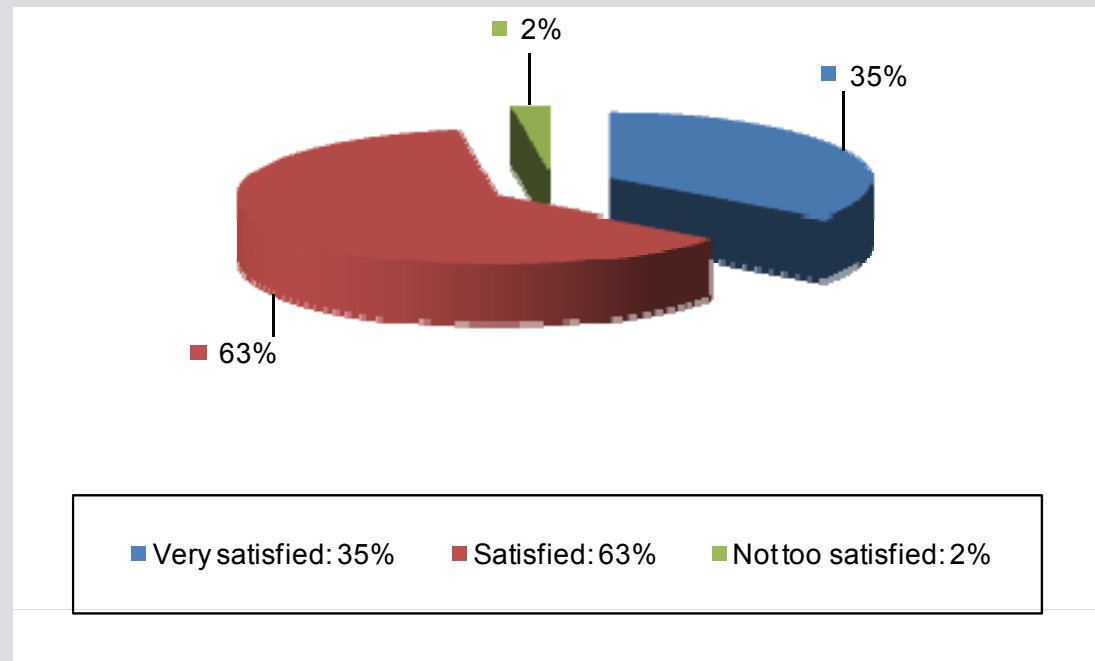


**8. Level of satisfaction as Exhibitor according to:**

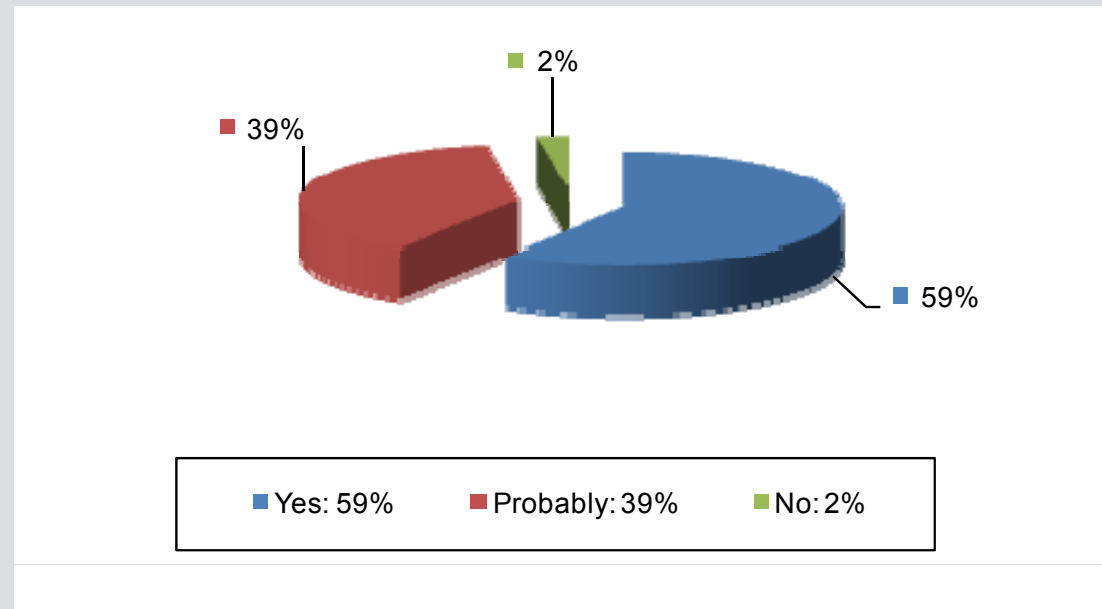
**f. Order / Investment activity of the visitors**



**9. Level of satisfaction with your participation at the exhibition.**



**10. Recommendation to other companies to join Seguriexpo BISEC 2010.**



11. Participation in the next Seguriexpo BISEC, 1 – 3, September, 2010.

